their voices thus reaching most homes. Perhaps the most successful of them at this new and important form of electioneering was Snowden, whose desiccated malice made a great impression.[21] When he said that the official Labour Party programme, *Labour and the Nation,* was 'Bolshevism run mad', listeners were impressed. They felt, as Mr. Baldwin put it, that he ought to know, since he had been largely responsible for preparing the document. It was as though Washington had condemned the American Declaration of independence as Republicanism run mad. MacDonald's eloquence was too scattered to broadcast well. A microphone was pitifully inadequate to contain the tumultuous stream of words which poured from his lips. He explained how he and his colleagues would explore every avenue, leave no stone unturned, cut their coats according to their cloth, and scrupulously refrain from attempting to put a quart into a pint pot. No practicable suggestion for promoting the country's well-being would be neglected, but, he assured the electorate, 'when we detect quackeries we shall expose quackeries.'

The electorate were inclined to accept his assurance; quackery should be cast out in the name of the prince of quacks. To reinforce their inclination, a twinge of fear was required; and what so adequate to create this as a suggestion that their savings, their little hoards of money, were endangered? The Labour Government, they were told, when it resigned was on the point of laying rapacious hands on the Post Office Savings Bank deposits. Only the Prime Minister's heroic action in forming a National Government had saved these deposits; let another Labour

Government take office and they would assuredly be taken. The credit for this brilliant improvisation belongs to Mr. (later Viscount) Runciman, who, perhaps on the strength of it, was sent to mediate in Czechoslovakia. With that occasional candour which has impeded his political advancement, Mr. Churchill

[21] His broadcasts are believed to have been a decisive influence in the election, though -when he tried to repeat the performance in 1935, this time in the Independent Liberal interest, he had little success. The votes he won for the National Government, he could not detach from it.